

AMENDMENTS TO THE CLAIMS

Claims 1-7 (Cancelled)

8. (Currently Amended) A system for receiving providing feedback to programming, comprising:

a broadcasting device at a central location for electronically broadcasting the programming over a first communication medium;
at least one response device remotely located from the central location configured to receive input from a user and configured to transmit at least the user user's input associated with an identifier over a second communication medium system to the central location, wherein the first communication medium is different than the second communication medium and the programming is received by the user using a device different than the at least one response device;

a computer system at the central location configured to transmit the user input to a broadcaster; and

a display located at the central location capable of receiving data from the computer system.

9. (Currently Amended) The system according to claim 8, wherein:
user input is transmitted over the first communication medium system as the programming is created; and
the user input is displayed to the broadcaster while the programming is being created.

10. (Currently Amended) The system according to claim 9, wherein:
the second communication medium system comprises a two-way paging system; and
the at least a response device is further configured to receive data from the central location via the two-way paging system.
11. (Currently Amended) The system according to claim 8, wherein:
the programming comprises multiple programs;
each program is associated with a program code;
the at least [[a]] one response device is further configured to transmit [[a]] the program code in association with the user input; and
the computer system is further configured to direct user input to the program that the user input is responding to based upon the program code transmitted associated with the user input.
12. (Currently Amended) A method for ~~providing live feedback to~~ an originator of interactive programming to receive live feedback, comprising the steps of:
transmitting the interactive programming over a first communication medium to a recipient;
providing feedback from a recipient inputting data into an input device;
receiving feedback related to the interactive programming via a second communication medium telephony system in real time, wherein the first communication medium is different than the second communication medium, the feedback is provided by a recipient inputting data in an input device that transmits the feedback over the second communication medium, and the programming is received by the recipient using a device different than the at least one response device;

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processing the feedback; and
transmitting the feedback to the originator of the interactive programming for display.

13. (New) The method according to claim 12, wherein:

the programming comprises multiple programs;
each program is associated with a program code;
the input device is further configured to transmit the program code in association with the feedback; and
the feedback is directed to the program that the recipient is responding to based upon the program code transmitted with the feedback.

14. (New) The method according to claim 13, wherein:

the input device is further configured to transmit a recipient code identifying the recipient with the feedback.

15. (New) The method according to claim 12, wherein the second communication medium is telephony and the feedback is received by different phone numbers based upon the feedback.

16. (New) The system according to claim 8, wherein the second communication medium is telephony and the user input is transmitted to different phone numbers based upon the user input.